

Andréa Mallard joins Pinterest as CMO

[MediAvataar India](#) reports that visual discovery engine Pinterest has appointed retail executive Andréa Mallard as its new chief marketing officer. In her new role, she oversees the global marketing and creative teams with the aim of telling the Pinterest story to pinners and partners all over the world.

Mallard brings 20+ years of experience working with international retail and customer service-focused companies. She joins Pinterest from Gap Inc.'s Athleta, prior to which she spent four years as CMO of Omada Health, a digital health company and eight years with IDEO, where she led the global brand strategy practice as a design director in the US and Europe.

Mallard started at Pinterest on 29 October 2018 and is based at its headquarters in San Francisco, USA.

For more, visit: <https://www.bizcommunity.com>